AMENDMENT

In the claims:

1. (Currently Amended) A method for providing a financial analysis for an enhanced wireless communication service, the method comprising the steps of:

accepting user-specific input [on] relating to an existing wireless communication service and the enhanced wireless communication service, wherein the user-specific input includes a wireless application selection for selecting at least one wireless application supported by the enhanced wireless communication service and a market data input interface for entering existing data about the existing wireless communication service;

accessing a reference database including general market data applicable to the enhanced wireless communication service and a standard adoption curve for adoption of the enhanced wireless communication service, where the reference database further includes a first cost data value associated with a wireless infrastructure deployment cost and a second cost data value associated with an operations and maintenance cost for the enhanced wireless communication service, where the reference database further includes a revenue data value associated with the existing wireless communication service;

adjusting the standard adoption curve to obtain an adjusted adoption curve based on the accepted user-specific input; and

presenting a graphical depiction of a financial analysis based on an evaluation of the adjusted adoption curve, [and] the general market data, the first cost data value, the second cost data value and the revenue data value.

2. (original) The method according to claim 1 wherein the adjusting step comprises:

adjusting the standard adoption curve based on a user input of a selected geographic region from a library of regions and a selected application from a library of applications of the enhanced wireless communications service.

3. (original) The method according to claim 1 wherein the adjusting step comprises:

changing a slope from the standard adoption curve to a revised slope of an adjusted adoption curve based on the user input of a specific geographic region.

4. (original) The method according to claim 1 wherein the adjusting step comprises:

changing a saturation point from the standard adoption curve to a revised saturation point of one of the adjusted adoption curve and the adjusted adoption curve based on the user input of a specific application.

5. (original) The method according to claim 1 wherein the adjusting step comprises:

increasing a slope from the standard adoption curve to a revised slope of an adjusted adoption curve based on the user input of a more affluent region than average for deploying the enhanced wireless communications service.

6. (original) The method according to claim 1 wherein the adjusting step comprises:

decreasing a slope from the standard adoption curve to a revised slope of an adjusted adoption curve based on the user input of a less affluent region than average for deploying the enhanced wireless communications service.

7. (original) The method according to claim 1 wherein the adjusting step comprises:

lowering a saturation point from the standard adoption curve to a revised saturation point on one of the standard adoption curve and the adjusted adoption curve based on the user input of a particular application.

8. (original) The method according to claim 1 further comprising the step of:

assigning a first level security for a user with respect to the presenting step and the accepting step and assigning a second level of security higher than the first level of security with respect to the user being capable of modifying the contents of the reference database.

9. (original) The method according to claim 1 further comprising the step of:

estimating revenue of the enhanced wireless communications service within a geographic region based on the accepted user input and the adjusted adoption curve.

10. (original) The method according to claim 1 further comprising the step of:

estimating cost of the enhanced wireless communications service within a geographic region based on the accepted user input and the adjusted adoption curve.

11. (original) The method according to claim 1 wherein the presenting step comprises providing a graphical depiction selected from the group consisting of a revenue by a market segment graph, a cash-flow projection graph, number of subscribers by application of the enhanced wireless service, and number of subscribers by market segment.

12. (original) The method according to claim 1 wherein the financial analysis comprises a sensitivity analysis showing the sensitivity of net present value, of a business based on the enhanced wireless communications service, to a change in at least one variable factor.

13. (original) The method according to claim 12 wherein the at least one variable factor is selected fro the group consisting of operating costs of the enhanced wireless service, investment costs of the enhanced wireless service, market uptake of the enhanced wireless service, usage rate of the enhanced wireless service, and price level for service offerings of the enhanced wireless service.

14. (original) The method according to claim 1 wherein the financial analysis comprises a bar chart of different variable factors potentially impacting net present value of a business based on the enhanced wireless communications service, the variable factors presented as horizontally extending bars along a vertical axis, a respective percentage change in the net present value for a corresponding incremental constant change in a variable factor indicated by the horizontal length of the bar from the vertical axis.

15. (original) The method according to claim 1 wherein the financial analysis comprises a graph of average revenue per user per a measured time interval, the graph

including a group of plotted lines representing said average revenue per user within different market segments versus time.

16. (original) The method according to claim 15 wherein the market segments include an adult market segment, a youth market segment, a large business market segment, a medium business market segment, and small business market segment.

17. (Currently Amended) A system for developing a business model for an enhanced wireless communication service, the system comprising:

a storage device containing a reference database including general market data for the enhanced wireless communication service and a standard adoption curve for adoption of the enhanced wireless communication service, where the reference database further includes a first cost data value associated with a wireless infrastructure deployment cost and a second cost data value associated with an operations and maintenance cost for the enhanced wireless communication service, where the reference database further includes a revenue data value associated with the existing wireless communication service;

a user input interface for accepting user-specific input [on] relating to an existing wireless communication service and the enhanced wireless communication service, wherein the user-specific input includes a wireless application selection for selecting at least one wireless application supported by the enhanced wireless communication service and a market data input interface for entering existing data about the existing wireless communication service;

an application tailoring module for modifying the standard adoption curve to obtain an adjusted adoption curve based on the user-specific input;

an estimator adapted to access the reference database and to receive the user-specific input to perform a financial analysis associated with the enhanced wireless communication service as a function of the user-specific input, the first cost data value, the second cost data value and the revenue data value; and

a financial analyzer for presenting a graphical depiction of the financial analysis.

18. (original) The system according to claim 17 wherein the application tailoring module includes an adoption curve adjuster for adjusting the standard adoption curve based on a user input of a selected geographic region from a library of regions and a selected application from a library of applications.

19. (original) The system according to claim 17 wherein the application tailoring module changes a slope from the standard adoption curve to a revised slope of an adjust adoption curve based on the user input of a specific country.

20. (original) The system according to claim 17 wherein the application tailoring module changes a saturation point from the standard adoption curve to a revised saturation point of one of the standard adoption curve and the adjusted adoption curve based on the user input of a specific application.

21. (original) The system according to claim 17 wherein the application tailoring module increases a slope from the standard adoption curve to a revised slope of an adjusted adoption curve based on the user input of a more affluent region than average for deploying the enhanced wireless communications service.

22. (original) The system according to claim 17 wherein the application tailoring module decreases a slope from the standard adoption curve to a revised slope of an adjusted adoption curve based on the user input of a less affluent region than average for deploying the enhanced wireless communications service.

23. (original) The system according to claim 17 wherein the application tailoring module lowers a saturation point from the standard adoption curve to a revised saturation point of one of the standard adoption curve and the adjusted adoption curve based on the user input of a particular application of the wireless communications service.

24. (original) The system according to claim 17 further comprising a security manager for assigning a first level of security for a user with respect to the user interface and assigning a second level of security higher than the first level of security with respect to the user being capable of modifying the contents of the reference database.

25. (original) The system according to claim 17 wherein the estimator comprises a revenue estimator for estimating revenue of the enhanced wireless communications service within a geographic region based on the accepted user input and the adjusted adoption curve.

26. (original) The system according to claim 17 wherein the estimator comprises a cost estimator for estimating costs of the enhanced wireless communications service within a geographic region based on the accepted user input and the adjusted adoption curve.

27. (original) The system according to claim 17 wherein the financial analyzer depicts a graphical representation of the financial analysis selected from the group consisting of a revenue by market segment graph, a cash-flow projection graph, number of subscribers by application of the enhanced wireless service, number of subscribers by market segment, a graph showing sensitivity of net present value to a variable factor, and a graph of average revenue per user within different market segments.